RJR

December 5, 1995

TO: ALL AVPs AND RSMs

RE: CATEGORY ADVISOR TRAINING SEMINAR OVERVIEW

The attached overview provides you with an insight to the training materials so that you may re-emphasize our Category Advisor initiative when working with AEs, KAMs and AMs.

The Category Advisor "selling initiative" is a major component of our trade marketing vision. It is vital that everyone understands and seeks opportunities to apply this learning.

- Category Advisor Process
- RJR Category Professional Tools/AIM

In an effort to provide clear job accountabilities and performance standards, the following is included:

- Standards and Expectations
- New job description charts for AE, KAM, AM positions

In addition, a "Standard Business Report" has been developed to provide an on-going status (top-line results) of RJR Business in assigned accounts. This report shows results/trends on volume, share and profitability along with "speak to's" on action plans and the results to actions plans.

- Example of this 2-page report is included

This Standard Business Report was created in an Excel application and will be forwarded to all field PC's during December 1995.

The Category Advisor training was well received. AE, KAM, AM feedback and evaluations on training were excellent. We are all looking forward to positive results!

If there are any questions concerning the Category Advisor manual, the overview booklet or training course content, please call me at extension #6316.

Bill Roth

Sales/Marketing Training

WJR:LC
Attachment

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